

## 97-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	電子商務	Serial No. / ID	1767 / IMM4047
Dept.	資訊管理學系	School System / Class	大學日間部3年2班
Lecturer	吳為聖	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	NO
Time / Place	(三)6 / B202 (四)34 / B202	Language	Chinese

Introduction
<p>This course introduces the essential topics of e-commerce, including: the information economy rules, Internet marketing, electronic trading system, business model, electronic business, e-commerce systems planning and implementation, regulatory and ethical issues, mobile commerce, global trends. Learning objectives include understanding of e-commerce solutions and ideas of innovative business models. Learning activities involve case studies, e-commerce planning, and system implementation. Excellent group projects will be put them up for competitions.</p>

Outline
<ol style="list-style-type: none"> <li>1. Global phenomenon on e-commerce</li> <li>2. Nature of e-commerce: Taiwan ' s perspective</li> <li>3. The economic law of e-commerce</li> <li>4. Business models for e-commerce</li> <li>5. Classification and examples of e-commerce sites</li> <li>6. Analysis and strategic planning for e-commerce environment</li> <li>7. Establishment of value-added e-business</li> <li>8. E-business transformation</li> <li>9. Electronic payment mechanisms and data security</li> <li>10. Internet Marketing</li> <li>11. E-commerce legal and ethical issues</li> <li>12. E-commerce planning</li> <li>13. Building the e-commerce website</li> <li>14. Customer interface and management</li> <li>15. Future trends of e-commerce</li> </ol>

Prerequisite
Introduction to management, and Business data communication are prerequisites.